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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/923,251	08/03/2001	Kazuhiro Ide	TSU001	9149
25962	7590	07/13/2004	EXAMINER	
SLATER & MATSIL, L.L.P. 17950 PRESTON RD, SUITE 1000 DALLAS, TX 75252-5793			BASEHOAR, ADAM L	
			ART UNIT	PAPER NUMBER
			2178	

DATE MAILED: 07/13/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

X

<b>Office Action Summary</b>	Application No.	Applicant(s)	
	09/923,251	IDE, KAZUHIRO	
	Examiner	Art Unit	
	Adam L Basehoar	2178	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 03 August 2001.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-3 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 03 August 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)             | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)    | Paper No(s)/Mail Date. _____  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                                    |

### DETAILED ACTION

1. This action is responsive to communications: The Application filed on 08/03/01, which claims foreign priority to Japanese application 2000-305391 filed on 10/04/00.

2. Claims 1-3 are pending in the case. Claims 1 and 3 are independent claims.

### *Claim Rejections - 35 USC § 103*

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Litwin (US: 6,374,228 04/16/02) in view of Johnson et al (US: 6,363,642 04/02/02).

-In regard to independent claim 1 Litwin teach displaying on a browser of a terminal connected to the Internet (column 6, lines 54-67) for selecting sponsor advertisements to be affixed to their car bumper (display condition)(Fig. 1) and for selecting redeemable prizes as a result of displaying said advertisements on their car (columns 6 & 7, lines 64-67 & 1-6), all of which are located in a database accessible via the Internet (Fig 2: 206);

registering user information identifying the user(column 5, lines 10-19); and

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transmitting to the sponsor the sticker sample selected by the user terminal and user preference information regarding a product of a sponsor providing the sticker sample (columns 6 & 7, lines 64-67 & 1-6).

Litwin does not teach displaying on a browser terminal second page, linked with prize information of a sponsor designated at a terminal, a selection unit for selecting a sample sticker, a car type, and a car color, and reading from the database the image containing the selected combination of features (sticker, color, and type) and displaying the rear image of the selected car with a sample of a predetermined sticker attached;

Johnson et al teach wherein selecting customizations to a vehicle it was common for consumers to use the Internet (World Wide Web) to quickly select and visualize different images, stored in a database, of all available customizations via a monitor (columns 2 & 3, lines 47-67 & 1-5). Johnson et al also teach wherein it was common for vehicle customizations to rely on the variable make and model of a car as well as the color, to see how the preferred customization best matched the consumer's own vehicle (column 2, lines 47-63). It would have been obvious to one of ordinary skill in the art at the time of the invention for Litwin to have provided the customization preview as shown in Johnson et al to best show how the a customer's own vehicle would look after the customization (addition of the sticker to rear of vehicle), because Johnson et al teaches that unless the customer was absolutely confident that he or she will be happy with the way that the customization looks on the vehicle, the customization selection decision was fraught with uncertainty and can thus be very difficult (column 2, lines 18-21). All of which was predicated on the consumer getting the best possible representation of what the customization will look like.

-In regard to dependent claim 2, Litwin further teach providing identification information on the sticker in accordance with the selected sticker sample (Fig. 1: 104)(column 3, 24-34) and providing different points (participating commercial entities)(column 2, lines 10-11)(Fig. 2: 200) in a predetermined region (area near participating commercial entities) with display confirmation devices (detectors)(column 2, lines 11-13)(Fig. 2: 208) for identifying the ID information of the sticker and sending the ID information to the sponsor providing the sticker through a predetermined communications line (column 2, lines 12-15)(Fig. 2).

-In regard to independent claim 3, Litwin teach displaying on a browser of a terminal connected to the Internet (column 6, lines 54-67) for selecting sponsor advertisements to be affixed to their car bumper (display condition)(Fig. 1) and for selecting redeemable prizes as a result of displaying said advertisements on their car (columns 6 & 7, lines 64-67 & 1-6), all of which are located in a database accessible via the Internet (Fig 2: 206);

registering user information identifying the user (column 5, lines 10-19);

transmitting to the sponsor the sticker sample selected by the user terminal and user preference information regarding a product of a sponsor providing the sticker sample (columns 6 & 7, lines 64-67 & 1-6);

providing identification information on the sticker in accordance with the selected sticker sample(Fig. 1: 104)(column 3, 24-34); and

providing different points (participating commercial entities)(column 2, lines 10-11)(Fig. 2: 200) in a predetermined region (area near participating commercial entities) with display

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confirmation devices (detectors)(column 2, lines 11-13)(Fig. 2: 208) for identifying the ID information of the sticker and sending the ID information to the sponsor providing the sticker through a predetermined communications line (column 2, lines 12-15)(Fig. 2).

Litwin does not teach displaying on a browser terminal second page, linked with prize information of a sponsor designated at a terminal, a selection unit for selecting a sample sticker, a car type, and a car color, and reading from the database the image containing the selected combination of features (sticker, color, and type) and displaying the rear image of the selected car with a sample of a predetermined sticker attached;

Johnson et al teach wherein selecting customizations to a vehicle it was common for consumers to use the Internet (World Wide Web) to quickly select and visualize different images, stored in a database, of all available customizations via a monitor (columns 2 & 3, lines 47-67 & 1-5). Johnson et al also teach wherein it was common for vehicle customizations to rely on the variable make and model of a car as well as the color, to see how the preferred customization best matched the consumer's own vehicle (column 2, lines 47-63). It would have been obvious to one of ordinary skill in the art at the time of the invention for Litwin to have provided the customization preview as shown in Johnson et al to best show how the vehicle will look after the customization (addition of the sticker to rear of vehicle), because Johnson et al teaches that unless the customer is absolutely confident that he or she will be happy with the way that the customization looks on the vehicle, the customization selection decision was fraught with uncertainty and can thus be very difficult (column 2, lines 18-21). All of which was predicated on the consumer getting the best possible representation of what the customization will look like.

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*Conclusion*

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US-2002/0174012

11-2002

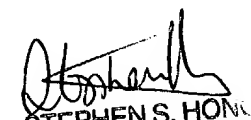
Litwin, Robert

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L Basehoar whose telephone number is (703) 305-7212. The examiner can normally be reached on M-F: 7:30am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on (703) 308-5186. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ALB

  
STEPHEN S. HONG  
PRIMARY EXAMINER